

Marketing: School Year _____
Advertising and Public Relations
Course Code # 5016 Term: ____ Fall ____ Spring
½ Credit _____ **1 Credit** _____ **2-3 Credits** _____

Standards to be completed for ½ credit are identified with one asterisk(*).
 Additional standards to be completed for 1 credit are identified with two asterisks(**). A work-based component for 2-3 credits is identified by three asterisks(***)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: 1/2 credit = 27, with Work-Based Learning = 31; 1 credit = 36, WWBL = 40	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will analyze careers in advertising and public relations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Identify careers in advertising and public relations			
1.2	Examine professional development resources			

***Standard 2.0 The student will relate the importance of advertising and public relations to the marketing mix.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine the components of the promotional mix			
2.2	Appraise the impact of advertising and public relations on the elements of the marketing mix			
2.3	Examine the use of advertising and public relations by marketers			
2.4	Analyze advertising and public relations objectives as they relate to profitability and/or effectiveness			

***Standard 3.0 The student will analyze trends in advertising and public relations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Examine past and current trends in advertising and public relations			
3.2	Analyze the technological applications for advertising and public relations			

***Standard 4.0 The student will evaluate the ethical considerations, government regulations and global implications for advertising and public relations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Identify ethical considerations that should be used in advertising and public relations			
4.2	Examine government regulations that influence advertising and public relations			
4.3	Examine global differences and laws as to their effect on advertising and public relations			

****Standard 5.0 The student will assess the importance of marketing information management in advertising and public relations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Examine the methods of obtaining data			
5.2	Examine how marketing research is used			
5.3	Identify the steps of the research process			
5.4	Explain the impact of technology on the marketing research process			

****Standard 6.0 The student will identify and analyze the types of media available for advertising and public relations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Identify the types of media			
6.2	Explain the advantages and disadvantages of various types of media			
6.3	Examine criteria for selecting different forms of the promotional media			

****Standard 7.0 The student will evaluate factors affecting media costs.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze media costs			
7.2	Examine media costs and benefits of advertising			

***Standard 8.0 The student will apply and relate other academic subject areas to advertising and public relations.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Read and evaluate written work			
8.2	Speak and write standard English properly (including grammar usage, pronunciation, spelling, capitalization)			
8.3	Participate in formal and informal presentations and discussions of issues and ideas			
8.4	Relate visual arts and its relationship to advertising and public relations			
8.5	Use tools of social science engineering such as surveys and behavior analysis models			
8.6	Identify major elements of geographical studies and analysis and their relationships to changes in society and the environment			
8.7	Analyze issues and dilemmas facing various cultures			
8.8	Perform addition, subtraction, multiplication and division; other number sense, including numeration, estimation, data analysis			
8.9	Develop a spatial sense involving shapes, balance, and design			
8.10	Understand formulas related to measurement			
8.11	Use rates and other measurements			
8.12	Use algebraic expressions			
8.13	Understand and interpret real data			

***Standard 9.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Demonstrate a knowledge of DECA			
9.2	Utilize critical thinking in decision-making situations			
9.3	Identify and develop personal characteristics needed in leadership situations			

Standard 10.0 The student will analyze how advertising and public relations principles are applied in a specific work-based learning experience.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Apply principles of advertising and public relations to a work-based situation			
10.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
10.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
10.4	Employ the principles of safety to the work-based experience			

Additional comments:
